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STOCK DESIGNS

OF

BOOK DIVISION INSERTS

115

FURNISHED BY

BENSON PRINTING COMPANY

NASHVILLE, TENNESSEE

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LB3622
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Stock Designs of Book Division Inserts

We are illustrating in this booklet our stock designs which are suitable for Book Division Inserts. The use of Book Division Inserts in college annuals is proving increasingly popular, and we believe our collection of stock designs is unequaled. If a managment desires a special design for their Book Division Insert, we shall be glad to furnish sketches for approval without charges. Of course, if a special design is used, the management will have to pay for the cost of drawings and plates.

Book Division Inserts are used for introducing the various sections or departments of a book. For instance, if Series 304 A, B, C, D, E is used, the book will be divided into five sections, as follows: The College, Classes, Athletics, Organizations, and Features. In order to economize space, the inserts shown in this booklet are printed on both sides of the sheet. In planning your annual they should be printed on one side only with the other side blank. The illustrations should always appear on a right hand page with the reverse side blank. All prices quoted are on this basis with exception of Series 308 A, B, C, D, E. In laying out your dummy, please do not overlook this.

If a folio heading or colored border is used in the book, it is the invariable custom to leave these off on the Book Division Insert pages.

You will note that some of the illustrations shown in this booklet are also shown in the Benson Book of College Annual Illustrations. We suggest that in laying out dummy that the numbers given in this booklet be used. One or two references to Benson Book of College Annual Illustrations are also made for referring to illustrations of similar nature to those shown in this book.

On most of the inserts the color schemes can be changed and printed in practically any color combination. (This is not true of Series 304, 305 and 306, which must be printed in color combinations as shown and on same stock as shown.) As an example, we are showing 309A and 309F printed in two different color schemes. Series 312 A, B, and C is also shown printed in three different color combinations. If you are attempting to carry out some special color scheme, we shall be glad to submit proofs of any of our stock designs in any colors that may be wanted.

As a general rule, the inserts printed from halftones must be printed on the regular white enamel paper. For instance, Series 304, 305, 306, 307, 308, 309 and 311 are printed with one or more halftone plates and must be printed on regular enamel paper. All others can be printed on cover stock or the regular enamel paper, as they are printed from zinc plates. The halftone plates of views on Series 300, 301, 302 and 303 are printed on regular white enamel paper and then tipped to the cover stock, which increases the cost, as will be shown later.

We are showing as many colors of cover stock as possible in this booklet, but if none of these colors are suitable, we can submit further samples. As a matter of fact, practically any color of cover stock that you may desire can be secured. You can thus see that by printing the plates in various colors of ink and on various colors of cover that numerous color combinations can be worked out.

If special halftones are ordered for Series 300, 301, 302, 303 and 311, be very careful about sizes of cuts. Instructions as to sizes are given below.

Now it is advisable to use one series of inserts in a book and not attempt to mix or use plates from several different series. For instance, Series 300, 301, 302 and 303 are very similar in nature, but it is in far better taste to use one of these series on all of your inserts rather than alternate them in a book. In other words, if you want an Insert of this character, pick out the one you prefer and use it on all of your inserts with, of course, change in wording and views.

It would be very bad taste to attempt to mix some of the series, such as 304, 305, 306, 308, 309, 312, 313 and 314, with each other. Your book should be planned to fit one series. On Series 317 to 325, it is our opinion that it is better to use one plate on all inserts with change in wording rather than alternate two or more. For instance, if there are five inserts in a book, it is better taste to use 315A on all five with change in wording rather than alternate 315A and 316A.

While there is no charge for the use of the plates, there is an extra charge for printing. Practically all of the inserts are printed in two or more colors, and this involves considerable additional expense. In addition to this, some of them are printed on expensive colored cover stock. The main item of extra expense is due to the fact that the inserts have to be tipped in the book by hand, whereas the pages on the regular enamel are folded in sixteen-page sections and sewed. This adds materially to the expense of Series 300, 301, 302 and 303, as there is double tipping on all of these four series. The view has to be tipped by hand to the colored cover stock and the cover stock then tipped in the book.

All of the prices quoted are based on inserts printed on one side of sheet only (the right hand page facing up) with reverse side blank, with exception of Series 308 A, B, C, D and E. The

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prices quoted are based on each insert counting as two pages on contract with extra charge varying from $3.00 to $5.00 per hundred inserts extra.

As an example, we will suppose that your contract is based on 170 pages and you want to incorporate five Book Division Inserts in your book. This will mean that ten of the pages will be occupied by the five inserts (remember that reverse side of insert must be blank), leaving 160 pages to be printed on regular enamel paper.

In this connection it is well to call attention to the fact that the pages printed on regular enamel paper must work out in multiples of four in order that we may sew them. In figuring this out always deduct for the inserts as they are tipped in the book.

Now the extra charge is dependent upon the number of copies ordered and style of inserts, varying from $3.00 to $5.00 per hundred inserts extra. We will suppose that you are ordering 450 copies and are going to use an insert similar to 302A, which costs $4.50 per hundred inserts extra. As there are five inserts and 450 copies, there will be a total of 2,250 inserts in all of the books. At $4.50 per hundred extra the extra charge would amount to $101.25. If instead of using insert 302A you should use 321A, the extra charge would be at the rate of $3.00 per hundred extra, or a total extra charge of $67.50.

Below we are giving a description of each insert together with the extra prices.

Stock Book Division Insert 300A

The two-color border on Insert 300A is printed from stock plates. The wording is set in type and can be changed for each department or division of your book. The views are printed from halftones furnished by management, and illustrate some view of the college, and a different view should be used on each insert.

Old view cuts used in former annuals or school catalog can be used, thus saving the cost of making new halftones. The size is of no consequence, provided the cuts furnished exceed the size of the views tipped to the insert. For instance, you can furnish a halftone cut measuring 5 by 7 inches, and this halftone can be printed in this size. We can then cut the printed views down to 2¾ by 4¾ inches, which is the size of the view on insert, utilizing the most desirable part of the view.

If new cuts are ordered for the views, they should be made to measure 3 inches wide by 5 inches high, square finish. The two-color border can be turned around and printed horizontally on page instead of perpendicularly. In this event the halftone will have to be made 5 inches wide by 3 inches high.

Assorted colors of cover stock can be used if desired.

Inserts of this character cost $4.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 301A

This Insert is similar in character to Insert 300A except that the view is oval. The two-color border is a stock plate and the wording is set in type and can be changed on each Insert. Stock Cut No. 48 shown in the Benson Book of College Annual Illustrations can be substituted if desired for the two-color border shown.

Old cuts can be used for printing the views, provided they exceed the size of 4½ inches wide by 3 inches high. If new cuts are ordered for the views, they should be made 4½ inches wide by 3 inches high in square finish. Be sure and order square finish halftones and not oval finish, for we print the views from square cuts and then oval them after printing. Also be sure the cuts are made oblong and not upright—4½ inches wide by 3 inches high.

Assorted colors of cover stock can be used if desired.

Inserts of this character cost $4.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 302A

This Insert is also similar in character to Insert 300A. The two-color border is a stock plate and the wording is set in type and can be changed on each insert.

Old cuts of any size in excess of 4½ inches wide by 3 inches high can be used or new ones ordered measuring 4½ inches wide by 3 inches high, square finish; cuts must be made oblong and not upright.

Assorted colors of cover stock can be used if desired.

Inserts of this character cost $4.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 303A

This Insert is similar in character to Inserts 300A, 301A and 302A, except that the border is a one-color stock plate instead of two colors. The wording is set in type and can be changed on each Insert.

Old cuts of any size in excess of 4¾ inches wide by 4½ inches high can be used or new cuts ordered measuring 4¾ inches wide by 4½ inches high, square finish. Do not get width and height mixed or views will not fit stock border.

Assorted colors of cover stock can be used if desired.

Insets of this character cost $4.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 304A, B, C, D, and E

These five Inserts are printed in three colors each from stock plates. The wording is a part of the plates and cannot be changed or altered, except that

we have an additional plate not shown, identical in all respects with "Book First" plate with exception that wording, "University," appears at bottom instead of "College." Either can be used for first Book Division Insert, according to circumstances.

This series of five Inserts can be used only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed.

The five Inserts of course form a complete series, and prices quoted are based on all five being used.

Inserts of this character cost $4.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 305A, B, C, D, and E

These five Inserts are printed in four colors each from stock plates. The wording is a part of the plates and cannot be changed or altered.

This series of five inserts can be used only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series and prices quoted are based on all five being used.

Inserts of this character cost $4.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 306A, B, C, D, and E

These five Inserts are printed in five colors each from stock plates. The wording is set in type and can be changed to suit the particular needs of any management.

This series of five Inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series and prices quoted are based on all five being used.

Inserts of this character cost $5.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 307A

Insert 307A is intended to create the impression or idea of viewing the campus through an open window from the interior of a room.

The background imitating the wall paper is a stock plate. The wording is set in type and can be changed for each division of your book. A different view should be used on each Insert and special plates must be made for this purpose.

In making the halftone view, the window frame and curtain are drawn on top of the view photo and a one-color halftone made of same. It is suggested that we do the necessary art work, as the halftone must be made exactly the size of the sample in order to register with the background. A charge will be made for necessary art work.

This Insert can be printed only on the regular white enamel paper, but can be pebbled if desired. The Insert is printed in two colors and any color scheme can be used.

Inserts of this character cost $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 308A, B, C, D, and E

This series of five Inserts is printed in one color only. The wording is set in type and can be changed if desired.

Although these Inserts are printed in one color only, the illustrations and the backgrounds are made in separate plates, but are so made that the halftone plates of the illustrations can be inserted or removed from the halftone plates of the background. The management can thus furnish special halftones for the illustrations if they desire. These halftones must be made exactly 4⅞ inches wide by 3 inches high so they will fit inside the background plates.

This series of Inserts can be printed only on the regular white enamel paper.

By being printed in black ink they can be printed with the regular type and cuts and do not have to be tipped in the book. There is a small extra expense due to the fact that the background plates are so large.

If printed in black ink, the price for this character of Insert is at the rate of $1.00 per hundred Inserts extra, each Insert counting as two pages on contract. Furthermore the reverse side can be printed if desired. (This is the only series of Inserts shown in this booklet which can be printed on both sides.)

This series of Inserts could be made to look more attractive by being printed in doubletone art brown or art green ink on white pebbled paper. In this event they would cost at the rate of $3.50 per hundred Inserts extra, each Insert counting as two pages on contract. In this case they should be printed only on one side of sheet.

Stock Book Division Inserts 309A, B, C, D, E, and F

This series of Inserts is made from stock Clay Model designs, and the border is also a stock cut. The wording in the lower panel of the border is set in type and can be changed for each division of the book.

The six Inserts form a complete series, but any of them can be omitted if desired, making a series of five or four Inserts.

In order to save space the border is left off on Inserts 309 B, C, D, and E. The same border is used on Inserts 309A and 309F, but a different color scheme is used. This shows how the same cuts can be printed in different color combinations. It is advisable, however, to use a uniform color scheme on the Inserts in a book.

The Inserts can be printed in two styles. First

is shown by sample in two colors of ink on regular white enamel paper, and pebbled if desired. The price for this character of Insert is at the rate of $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Second, the border can be printed on cover stock of any color or assorted colors. The clay model illustration must be printed on regular white enamel paper, as it is a halftone, but it can then be tipped inside the border as shown by Inserts 300A, 301A, 302A, and 303A. This causes double tipping and the price of Inserts of this character is at the rate of $4.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 310A, B, C, and D

The checkered background on Insert 310A is printed from a stock plate. The figures shown on 310A, B, C, and D are also stock plates. This is a series of four Inserts and the figures shown by 310 B, C, and D are supposed to be printed inside the background exactly as indicated by 310A. The wording is set in type and can be changed if desired.

The management can furnish their own illustration of the figures if desired, utilizing only the background. In this event the zinc etching of the figures should be made to fit inside the cut-out space, the size not to exceed 3¼ by 4½ inches. View of the college can be used instead of the figures, making an Insert similar to Insert 311A.

This Insert can be printed on the regular white enamel paper and pebbled if desired. It can also be printed on cover stock of any color. The Insert is printed in two colors and any color scheme can be used.

Inserts of this character cost $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 311A

The checkered background on Insert 311A is printed from a stock plate. The wording is set in type and can be changed for each division of your book. The views are printed from halftones furnished by the management and a different view should be used on each Insert.

In ordering cuts for the views, they should be made exactly 4½ inches wide by 3 inches high. This is important, for the halftone must register exactly inside the cut-out space in the background. Old view cuts can be used, provided they exceed this size, by having them cut down to this exact size. We can do this work at a much smaller cost than the cost of making a new halftone.

This Insert can be printed only on the regular white enamel paper, but can be pebbled if desired. The Insert is printed in two colors and any color scheme can be used. .

Inserts of this character cost $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 312A, B, C, D, and E

These five Inserts are printed in two colors each from stock plates. The wording is set in type and can be changed if desired.

These Inserts can be printed in any two-color combinations and on any color or grade of stock. The five Inserts form a complete series.

A different color combination is shown on 312A, B, and C to illustrate the results that can be obtained by using different colors of ink. A uniform color scheme for the Inserts in a book is desirable, however. Inserts 312D and E are printed in one color only and without border, in order to save space.

Inserts of this character cost at the rate of $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 313A, B, C, D, and E

These five Inserts are printed in three colors from stock plates. The wording is part of the cuts and *cannot* be changed.

These Inserts can be printed on any color or grade of stock and in any three-color combinations.

Inserts of this character cost at the rate of $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 314A, B, C, and D

These four Inserts are printed in two colors each from stock plates. The wording is set in type and can be changed if desired.

This series of four Inserts can be printed in any two-color scheme and on any color or grade of stock. The four Inserts form a complete series.

Inserts of this character cost $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 315A, B, C, D, E and F

These six Inserts are printed in two colors each from stock plates. The wording is a part of the plates and cannot be altered or changed.

These Inserts can be printed in any two-color combination and on any color or grade of stock. They form a complete series, but any of them can be omitted if desired, making a series of four or five Inserts.

Inserts of this character cost $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 316A and B

These two Inserts illustrate a method whereby any one-color stock cut shown in Benson Book of

College Annual Illustrations can be utilized as a Book Division Insert printed in two colors. The backgrounds printed in green tint are printed from a stock plate. One-color cuts are then printed on top of this tint, thus making a two-color combination.

For instance, on 316A our Stock Cut 1080 is used and Stock Cut 1023 is used on 316B. By this method any of our one-color stock cuts can be utilized for a series of Book Division Inserts.

A series of special Inserts from special drawings can be made up very economically in this manner. One-color zinc etchings can be made from special drawings and printed over the stock tint plates, thus securing a two-color effect. Under these circumstances the cost of the plates would not amount to a great deal.

These Inserts can be printed in any color or grade of stock, provided zinc etching plates are selected or made.

Inserts of this character cost $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 317A

This Insert is printed in three colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any three-color scheme and on any color or grade of stock.

Inserts of this character cost $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 318A

This Insert is printed in three colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any three-color scheme and on any color or grade of stock.

Inserts of this character cost $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 319A

This Insert is printed in three colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any three-color scheme and on any color or grade of stock.

Inserts of this character cost $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 320A

This Insert is printed in three colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any three-color scheme and on any color or grade of stock.

Inserts of this character cost $3.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 321A

This Insert is printed in two colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any two-color scheme and on any color or grade of stock.

Inserts of this character cost $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 322A

This Insert is printed in two colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any two-color scheme and on any color or grade of stock.

Inserts of this character cost $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 323A

This Insert is printed in two colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any two-color scheme and on any color or grade of stock.

Inserts of this character cost $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 324A

This Insert is printed in two colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any two-color scheme and on any color or grade of stock.

Inserts of this character cost $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Insert 325A

This Insert is printed in two colors from stock plates. The wording is set in type and can be changed for each department or division of your book.

The Insert can be printed in any two-color scheme and on any color or grade of stock.

Inserts of this character cost $3.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 326A, B. C. D, and E

These five Inserts are printed in three colors each from stock plates. The wording is set in type and can be changed to suit the needs of any management.

This series of five Inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series and prices quoted are based on all five being used.

Inserts of this character cost $4.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 327A, B, C, D, and E

These five inserts are printed in three colors each from stock plates. The wording is printed from plates, but can be changed by making a new plate of any wording that you desire. For instance if you should want to change the wording, "Military" to "Fraternities," a drawing and plate of wording "Fraternities" could be made for about $6.00. The wording on each insert is a separate plate, and can be changed by simply making a new drawing and plate of any wording desired.

This series of five Inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series, and prices quoted are based on all five being used.

Inserts of this character cost $4.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 328A, B, C, D, and E

These five Inserts are printed in three colors, each from stock plates. The wording is set in type and can be changed to suit the needs of any management.

This series of five Inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series, and prices quoted are based on all five being used.

Inserts of this character cost $4.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 329A, B, C, D, and E

These five Inserts are printed in three colors each from stock plates. The wording is set in type and can be changed to suit the needs of any management.

This series of five Inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series, and prices quoted are based on all five being used.

Inserts of this character cost $4.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 330A, B, C, D, and E

These five Inserts are printed in three colors each from stock plates. The wording is set in type and can be changed to suit the needs of any management.

This series of five Inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series and prices quoted are based on all five being used.

Inserts of this character cost $4.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 331A, B, C, D, and E

These five Inserts are printed in four colors each from stock plates. The wording is set in type and can be changed to suit the needs of any management.

This series of five inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series, and prices quoted are based on all five being used.

Inserts of this character cost $4.50 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 332A, B, C, D, and E

These five inserts are printed in four colors each from stock plates. The wording is set in type and can be changed to suit the needs of any management.

This series of five Inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed. The five Inserts form a complete series, and prices quoted are based on all five being used.

Inserts of this character cost $4.50 per hundred Inserts extra, each insert counting as two pages on contract.

Stock Book Division Inserts 333A, B, C, D, and E

These five Inserts are printed in six colors each from stock plates. The wording is set in type and can be changed to suit the needs of any management.

This series of five Inserts can be printed only on the regular white enamel paper, but can be pebbled if desired. The color scheme cannot be changed.

The five Inserts form a complete series, and prices quoted are based on all five being used.

Inserts of this character cost $5.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Stock Book Division Inserts 334A, B, C, D, E, F, and G

The illustrations printed on the white enamel stock are printed in four colors from stock plates. The border also is a stock plate, but a special border can be made at a small extra cost. The wording is set in type and can be changed to suit the needs of any management.

The color scheme of the illustrations cannot be changed. The color of the cover stock on which border and type are printed can be changed. One color of cover stock can be used for the entire seven inserts, or seven assorted colors can be used.

Inserts of this character cost $5.00 per hundred Inserts extra, each Insert counting as two pages on contract.

Book IV

FEATURES

INSERT 300A

Printed on azure White House cover. View printed in art green ink on white enamel paper and pebbled.

Book III

ATHLETICS

INSERT 301A
Printed on burnt orange White House cover. View printed in art brown ink on white enamel paper and pebbled.

CLASSES

LIBRARY USE
ONLY
Please do not remove this page from the volume. Time permitted to add pages for special research purposes will be granted.

BOOK IN

ATHLETICS

INSERT 303A

Printed on chestnut White House cover. View printed in art brown ink on white enamel paper and pebbled.

BOOK FIRST

COLLEGE

INSERT 304A
Printed on white enamel paper and pebbled

BOOK SECOND

CLASSES

INSERT 304B
Printed on white enamel paper and pebbled

BOOK THIRD

ATHLETICS

INSERT 304C
Printed on white enamel paper and pebbled

BOOK FOURTH

ORGANIZATIONS

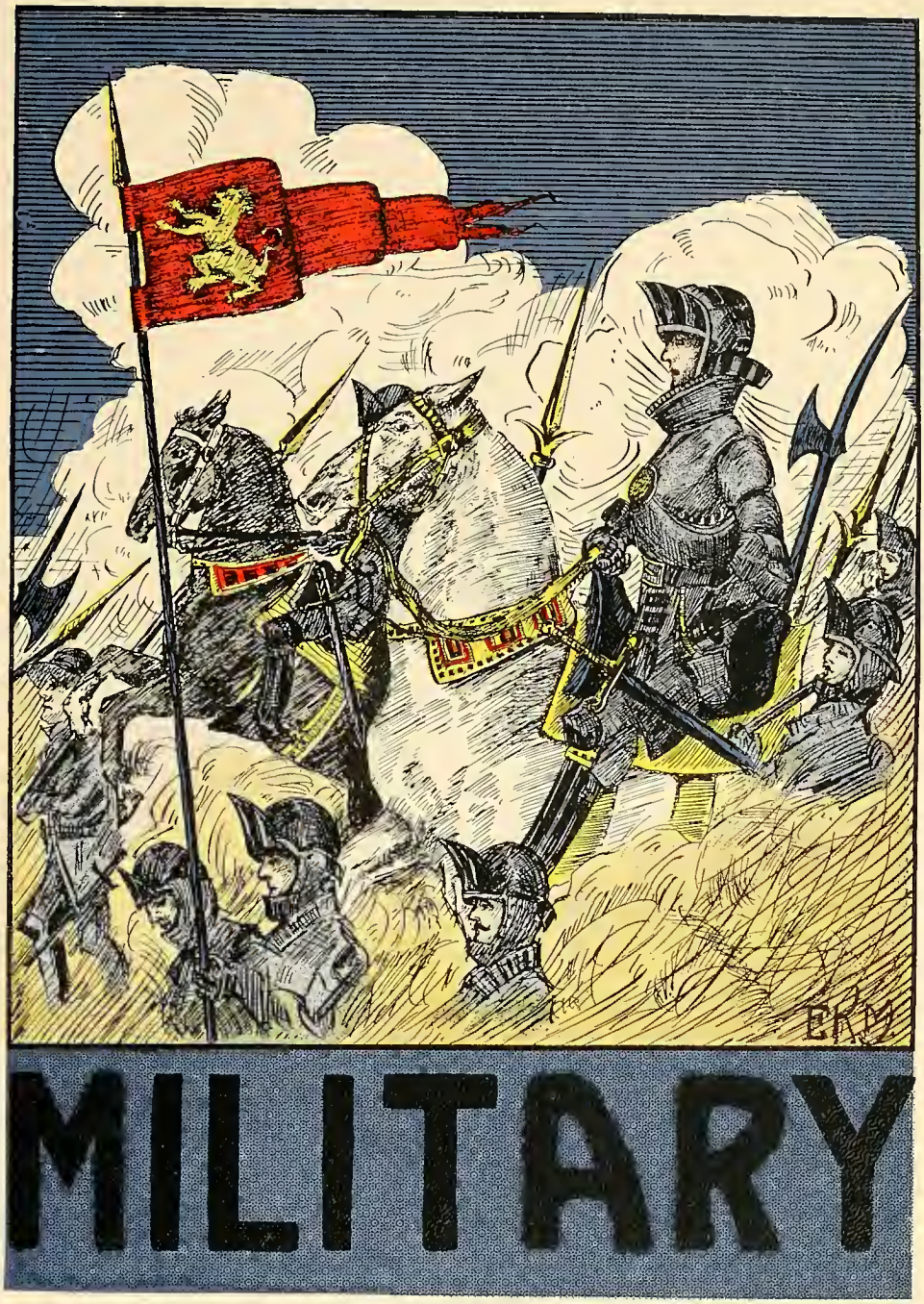
INSERT 304D
Printed on white enamel paper and pebbled

BOOK FIFTH

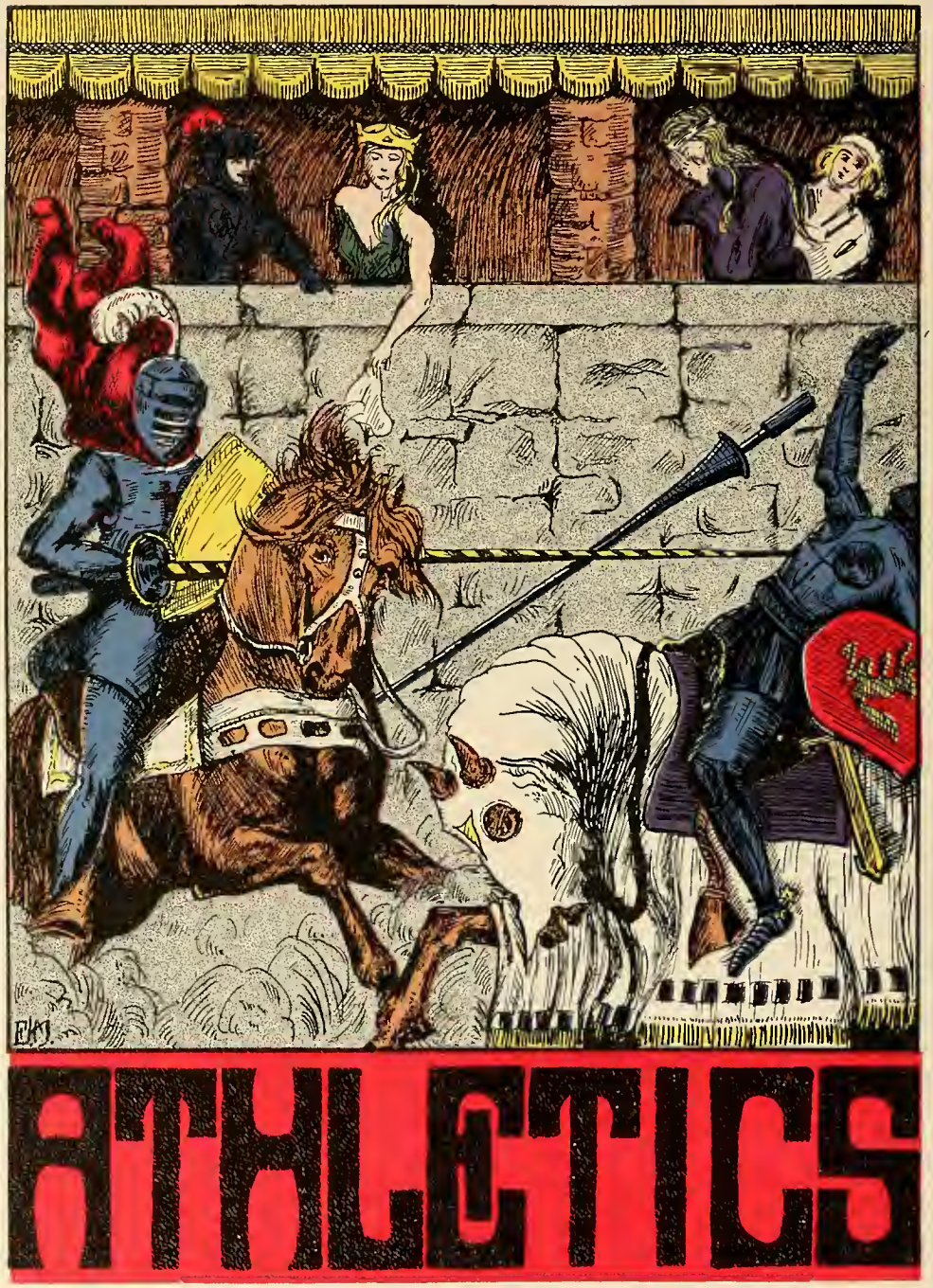
FEATURES

INSERT 304E
Printed on white enamel paper and pebbled

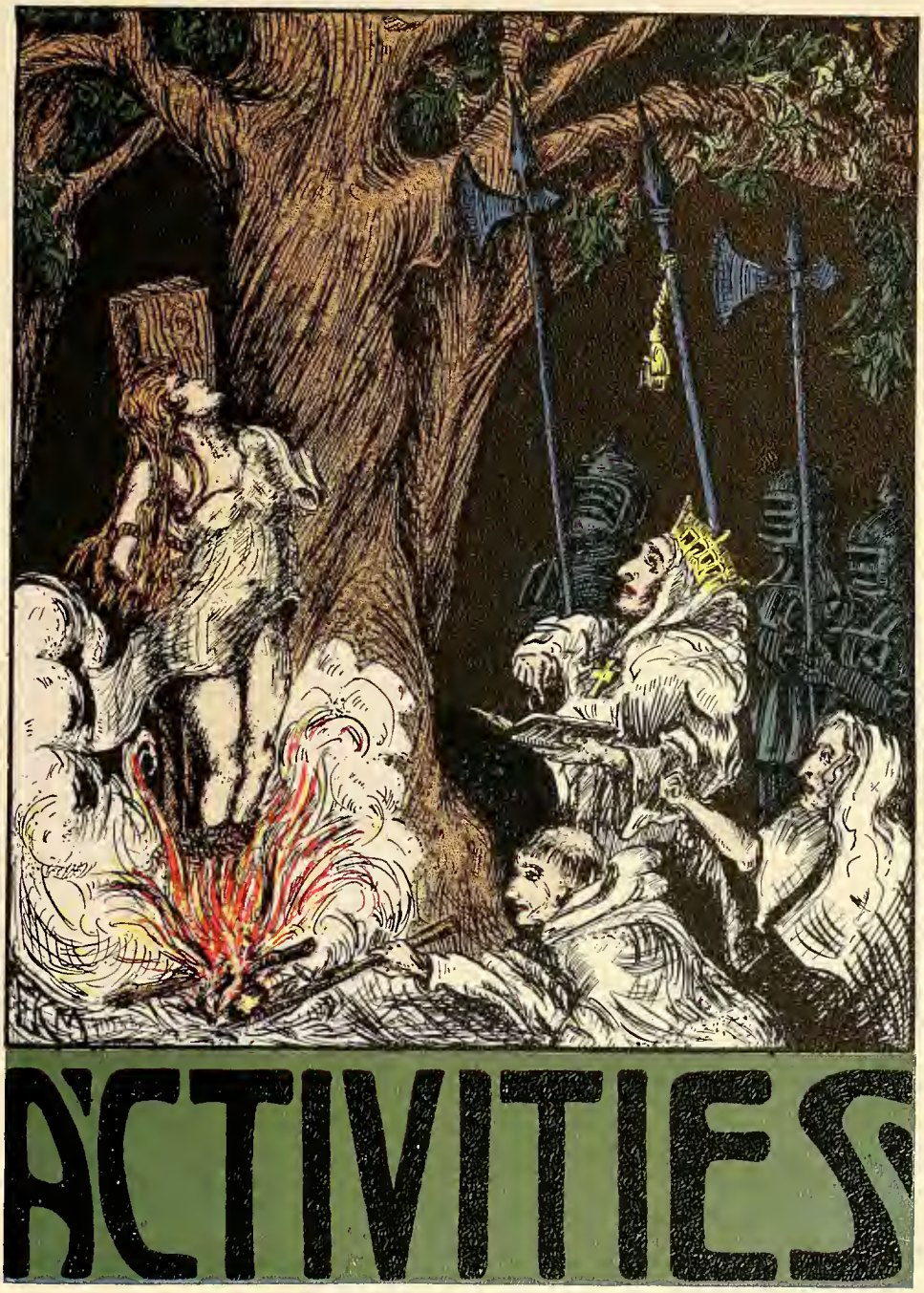
INSERT 305A
Printed on white enamel paper and pebbled



INSERT 305B
Printed on white enamel paper and pebbled



INSERT 305C
Printed on white enamel paper and pebbled



INSERT 305D
Printed on white enamel paper and pebbled

INSERT 305E
Printed on white enamel paper and pebbled

Whence is thy learning? Hath thy toil o'er books consumed the midnight oil?

— *Gay: Fables.*

Book One
Academic

INSERT 306A
Printed on white enamel paper

You say you are a better soldier: let it appear so; make your vaunting true and it shall please me well.

—*Shakespeare: Julius Caesar.*

Book Two
Military

INSERT 306B
Printed on white enamel paper

'Twas blow for blow, disputing inch by inch, for one would not retreat, nor t'other flinch.

—*Byron: Don Juan.*

Book Three
Athletics

INSERT 306C
Printed on white enamel paper

Where order in variety we see, and where, though all things differ, all agree.

—*Pope: Windsor Forest.*

Book Four
Organizations

INSERT 306D
Printed on white enamel paper

A little curly-headed, good-for-nothing and mischief-making monkey from his birth.

—*Byron: Don Juan.*

Book Five
Junior School

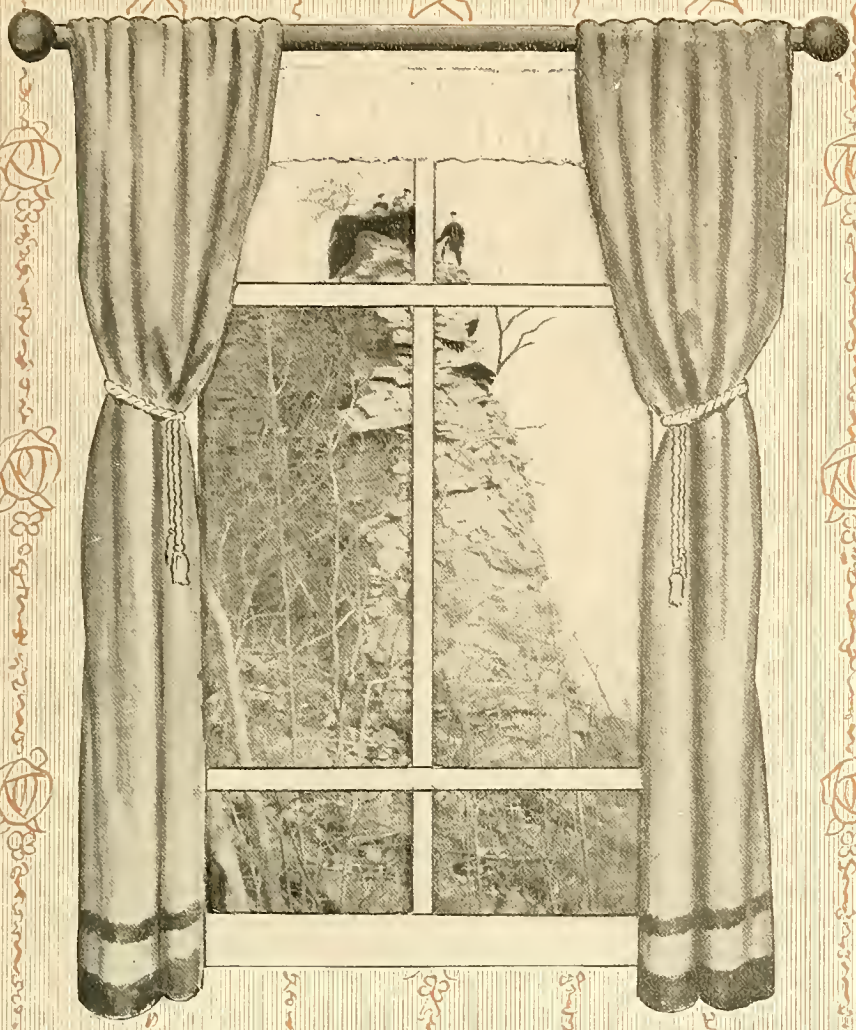
INSERT 306E
Printed on white enamel paper

How much a dunce that has
been sent to roam
Excels a dunce that has been
kept at home.

—*Cooper: Progress of Error.*

Book Six
The Follies

INSERT 306F
Printed on white enamel paper



University

INSERT 307A
Printed on white enamel paper and pebbled

CANTO
THE FIRST

Alabama

INSERT 308A
Printed on white enamel paper

CANTO
THE SECOND

The College Year

INSERT 308B
Printed on white enamel paper

CANTO
THE THIRD

Athletics

INSERT 308C
Printed on white enamel paper

CANTO
THE FOURTH

The Tribes

INSERT 308D
Printed on white enamel paper

CANTO
THE FIFTH

In Jest

INSERT 308E
Printed on white enamel paper

BOOK ONE

INSERT 309A
Printed on white enamel paper

BOOK TWO

INSERT 309B

Printed on white enamel paper. This insert prints with same border as shown by 309A and 309F

BOOK THREE

INSERT 309C

Printed on white enamel paper. This insert prints with same border as shown by 309A and 309F

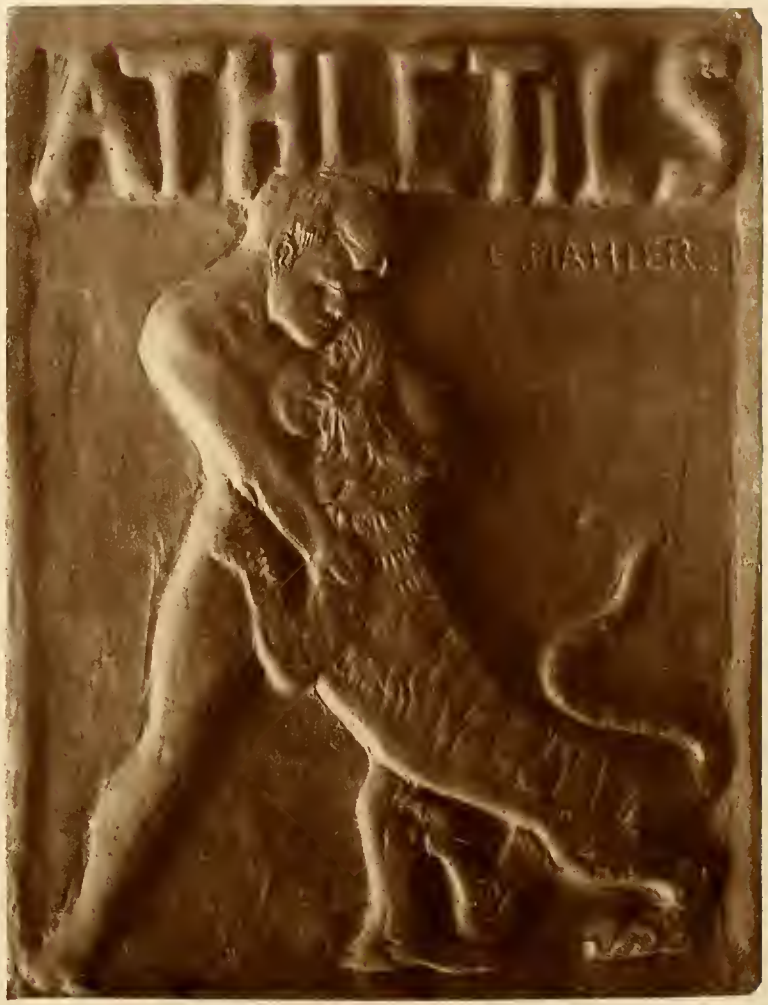
INSERT 309D

Printed on white enamel paper. This insert prints with same border as shown by 309A and 309F

BOOK FOUR

INSERT 309E

Printed on white enamel paper. This insert prints with same border as shown by 309A and 309F



BOOK FIVE

BOOK SIX

INSERT 309F
Printed on white enamel paper

Classes

Hickory, dickory, dock,
The hands move round the
clock.
And the Freshmen soon
Are Seniors and gone—
Hickory, dickory, dock.

INSERT 310A
Printed on white enamel paper

Shadows

Say, say, every one,
You did your deed and away
did run.
But though your feet
Were quick and fleet,
You left your shadow on
these sheets.

INSERT 310B

Printed on white enamel paper. This insert prints with same border as shown by 310A

Athletics

Sue be nimble, Sue be quick
With a basketball or a hockey
stick.

INSERT 310C

Printed on white enamel paper. This insert prints with same border as shown by 310A

Organizations

Little Miss Muffet
Sat on a tuffet,
With all her clubs as her
guests.
They sat down beside her,
And each one defied her
To say which of them was
the best.

INSERT 310D

Printed on white enamel paper This insert prints with same border as shown by 310A

ORGANIZATIONS

INSERT 311A
Printed on white enamel paper

The College

BOOK I

INSERT 312A
Printed on white enamel paper

Classes

BOOK II

INSERT 312B
Printed on white enamel paper

Athletics

BOOK III

INSERT 312C
Printed on white enamel paper

INSERT 312D

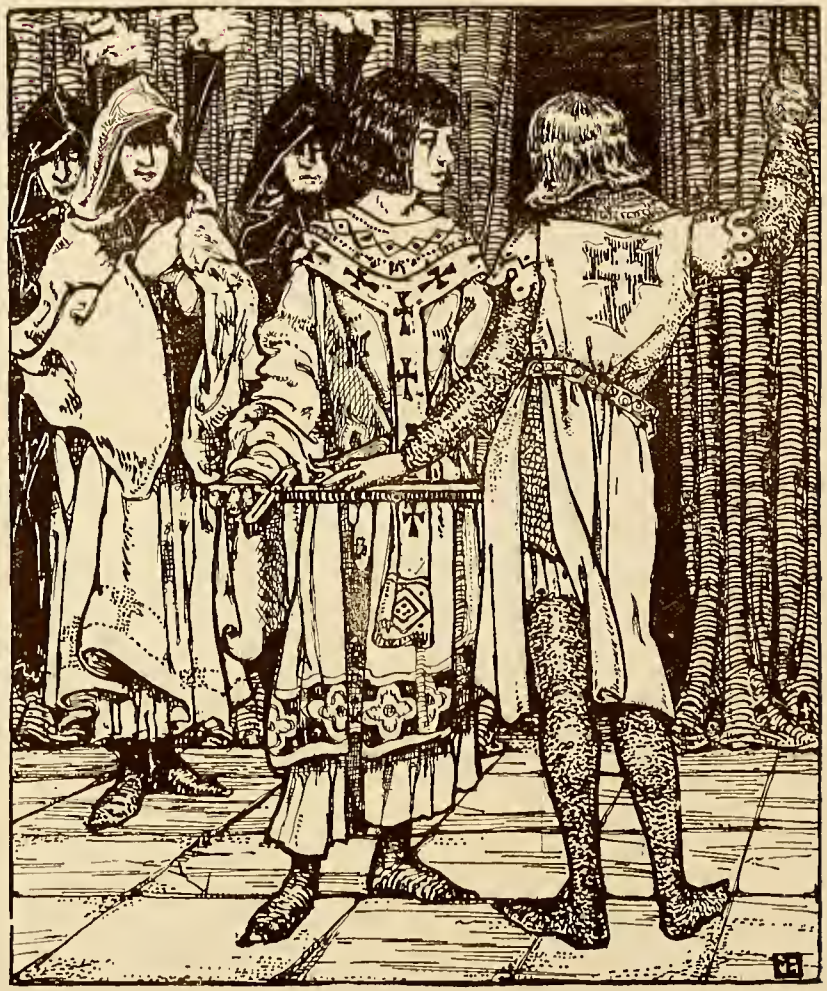
Printed on white enamel paper. This insert prints with same background as shown by 312A, 312B and 312C

Organization & Features

BOOK IV

INSERT 312E

Printed on white enamel paper. This insert prints with same background as shown by 312A, 312B and 312C



BOOK V

INSERT 313A
Printed on grey Hammermill cover

INSERT 313B
Printed on grey Hammermill cover

INSERT 313C
Printed on grey Hammermill cover

INSERT 313D
Printed on grey Hammermill cover

INSERT 313E
Printed on grey Hammermill cover

THE COLLEGE

BOOK I

THE CLASSES

BOOK II

DWIGHT D. EVES
Formerly of Oklahoma State University

ORGANIZATION

BOOK III

MISCELLANEOUS

BOOK IV

LIBRARY OF CONGRESS
Photograph not included in Copyright Deposit

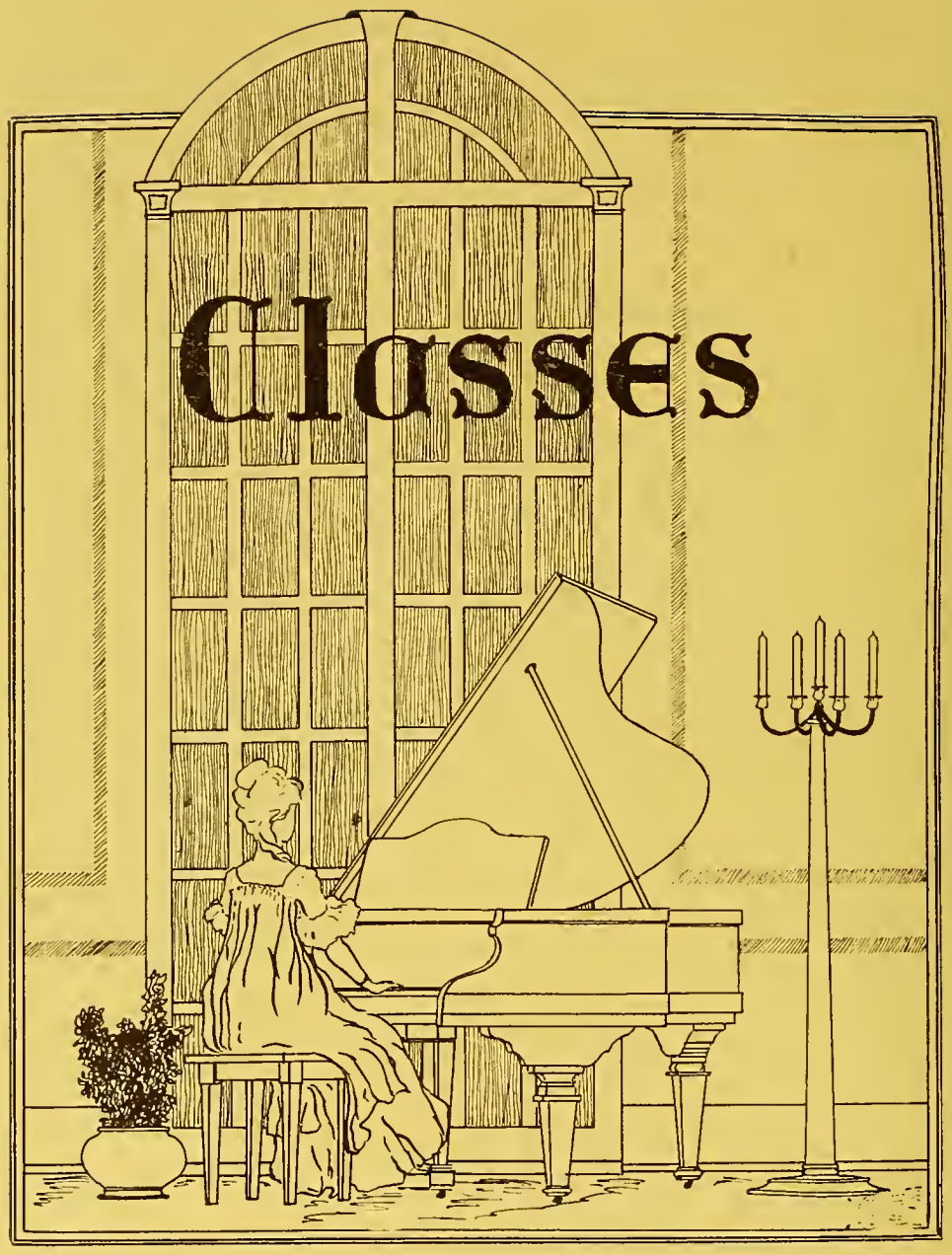
FACULTY

"Wisdom is as good as an inheritance; yea more excellent is it for them that see the sun For wisdom is a defence even as money is a defence, but the excellency of knowledge is that wisdom preserveth the life of him that hath it."

Ecclesiastes.

W. ARRINER

INSERT 315A
Printed on sepia dull finish enamel



INSERT 315B
Printed on sepia dull finish enamel

INSERT 315C
Printed on sepia dull finish enamel

INSERT 315D
Printed on sepia dull finish enamel

ATHLETICS

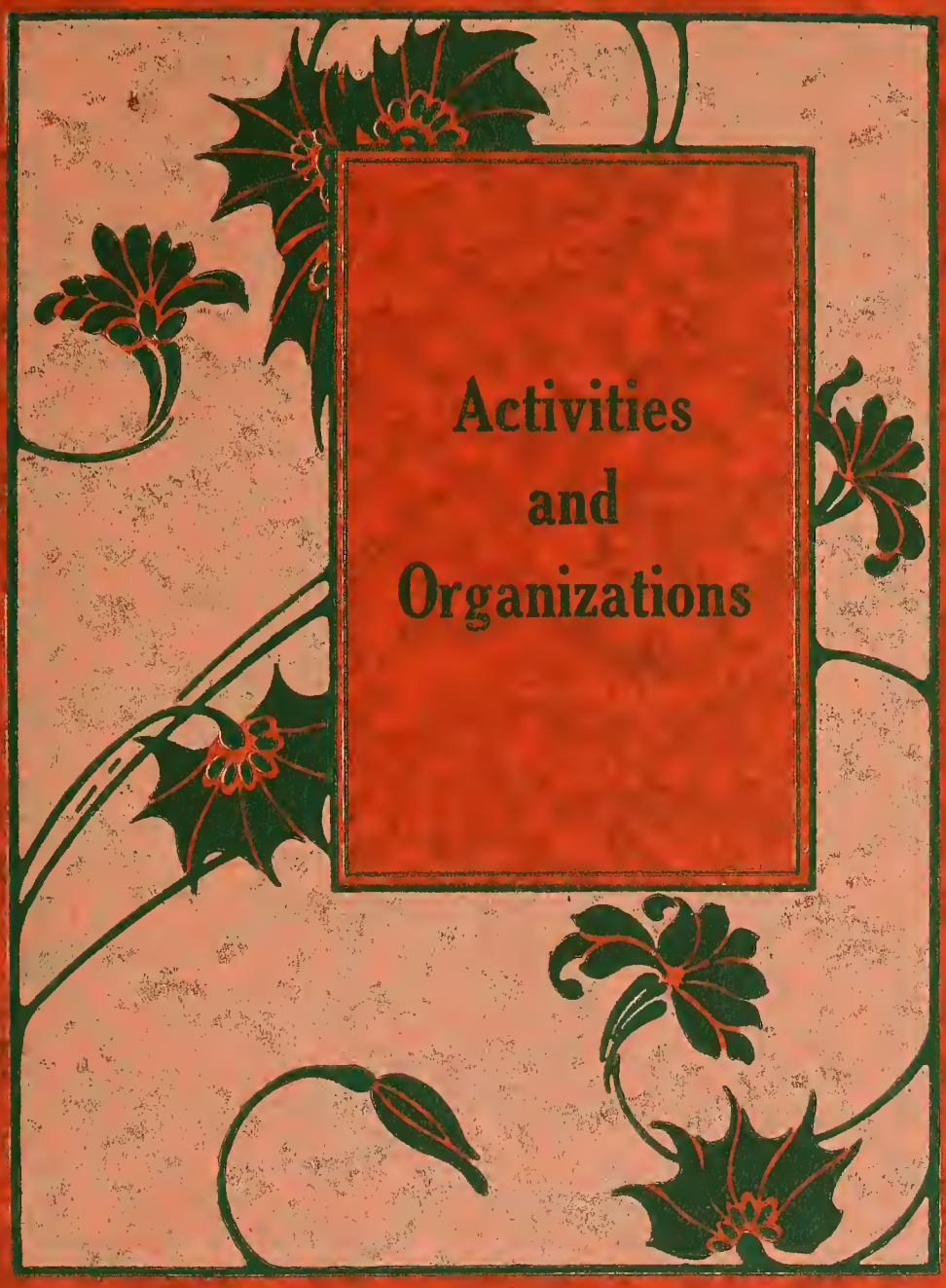
INSERT 315E
Printed on sepia dull finish enamel

INSERT 315F
Printed on sepia dull finish enamel

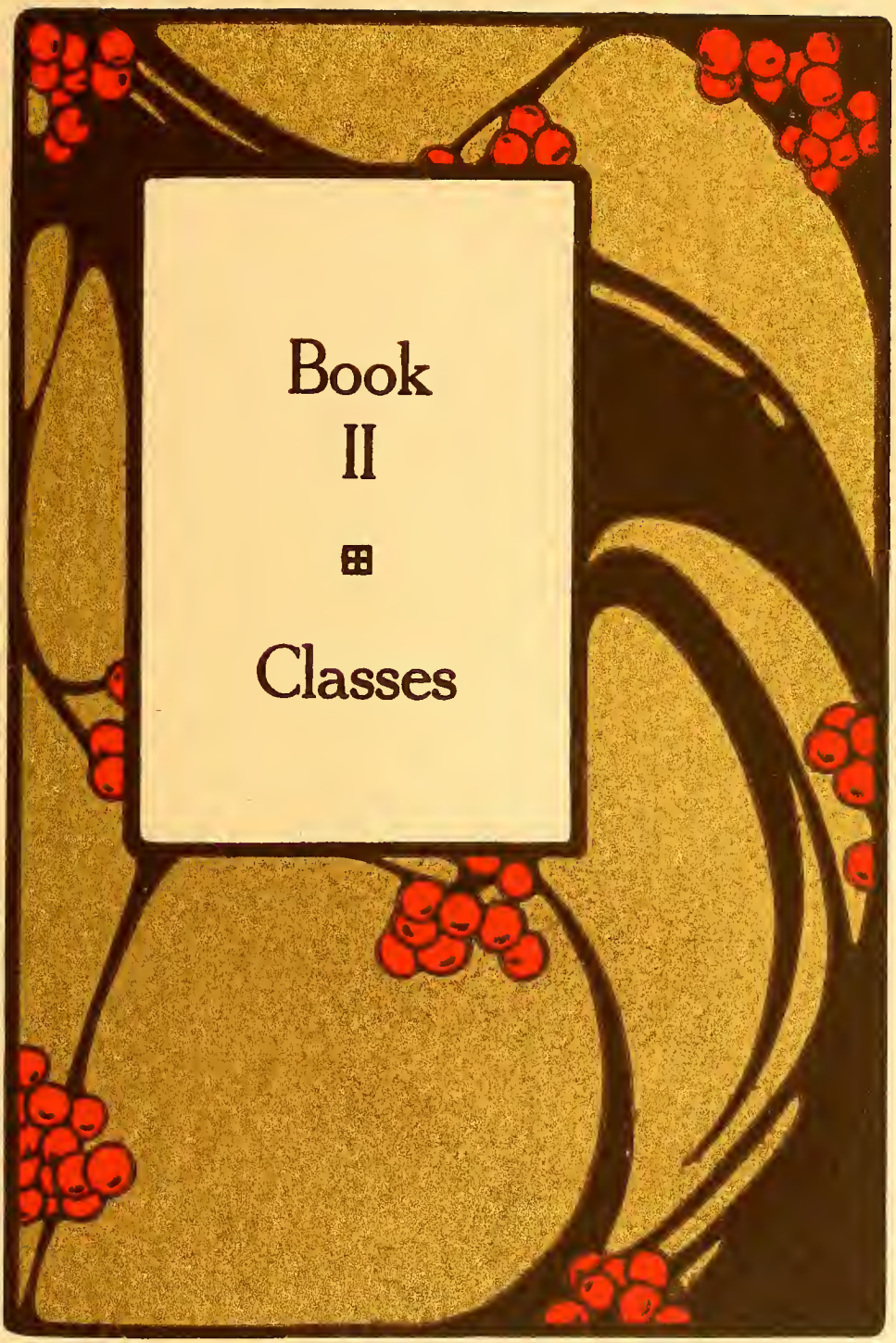
MILITARY

INSERT 316A
Printed on sepia dull finish enamel

INSERT 316B
Printed on sepia dull finish enamel



INSERT 317A
Printed on crimson White House cover



INSERT 318A
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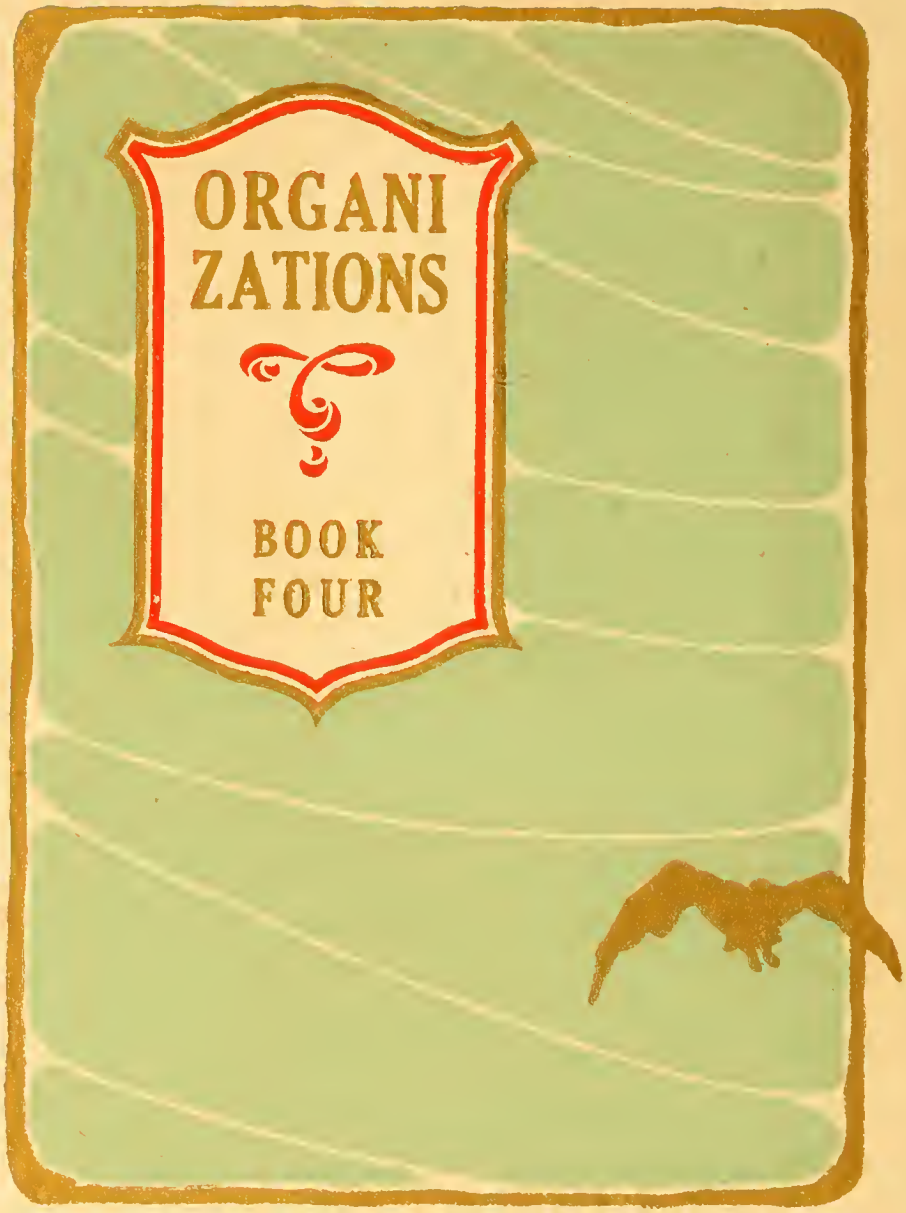
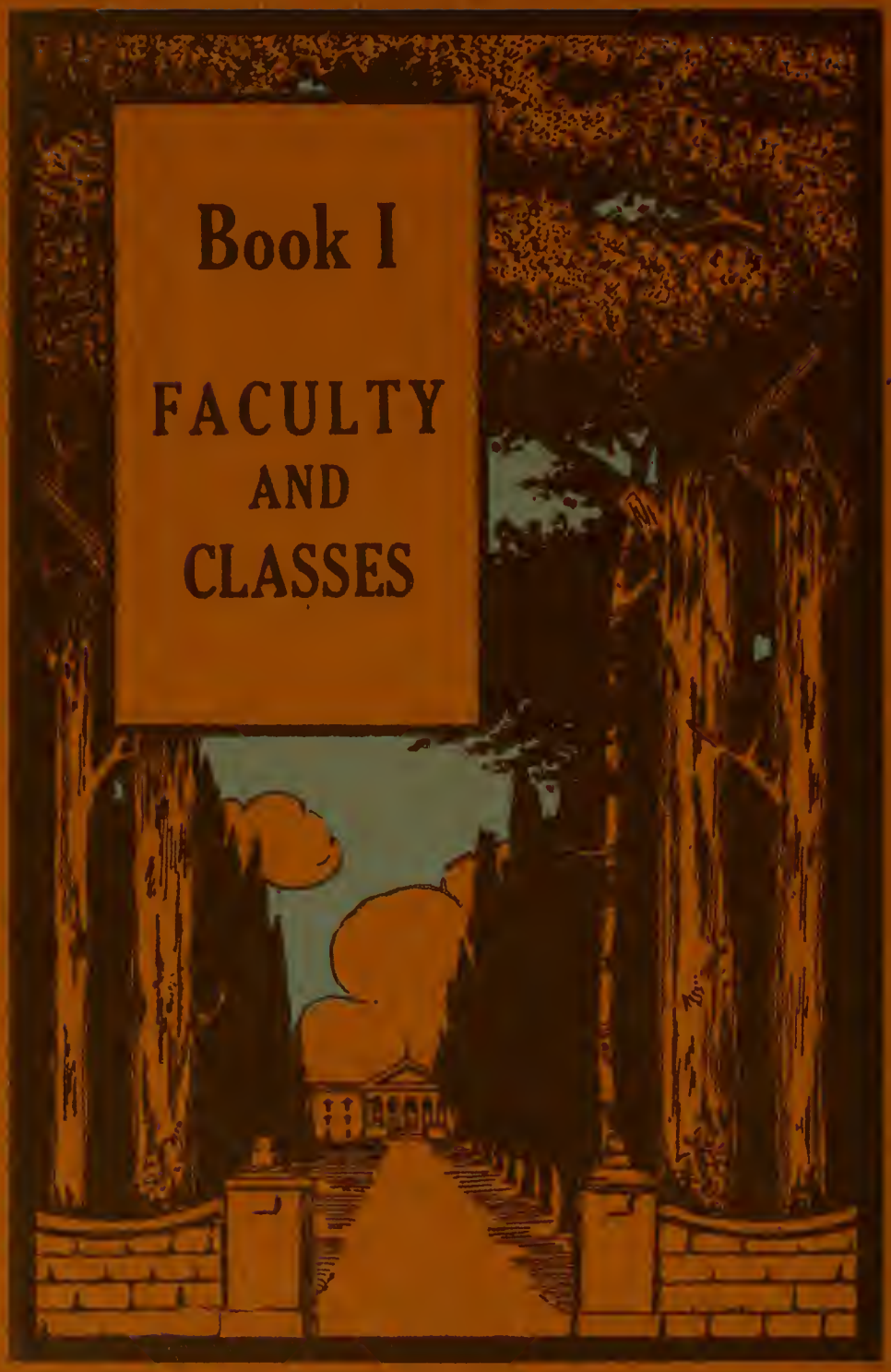
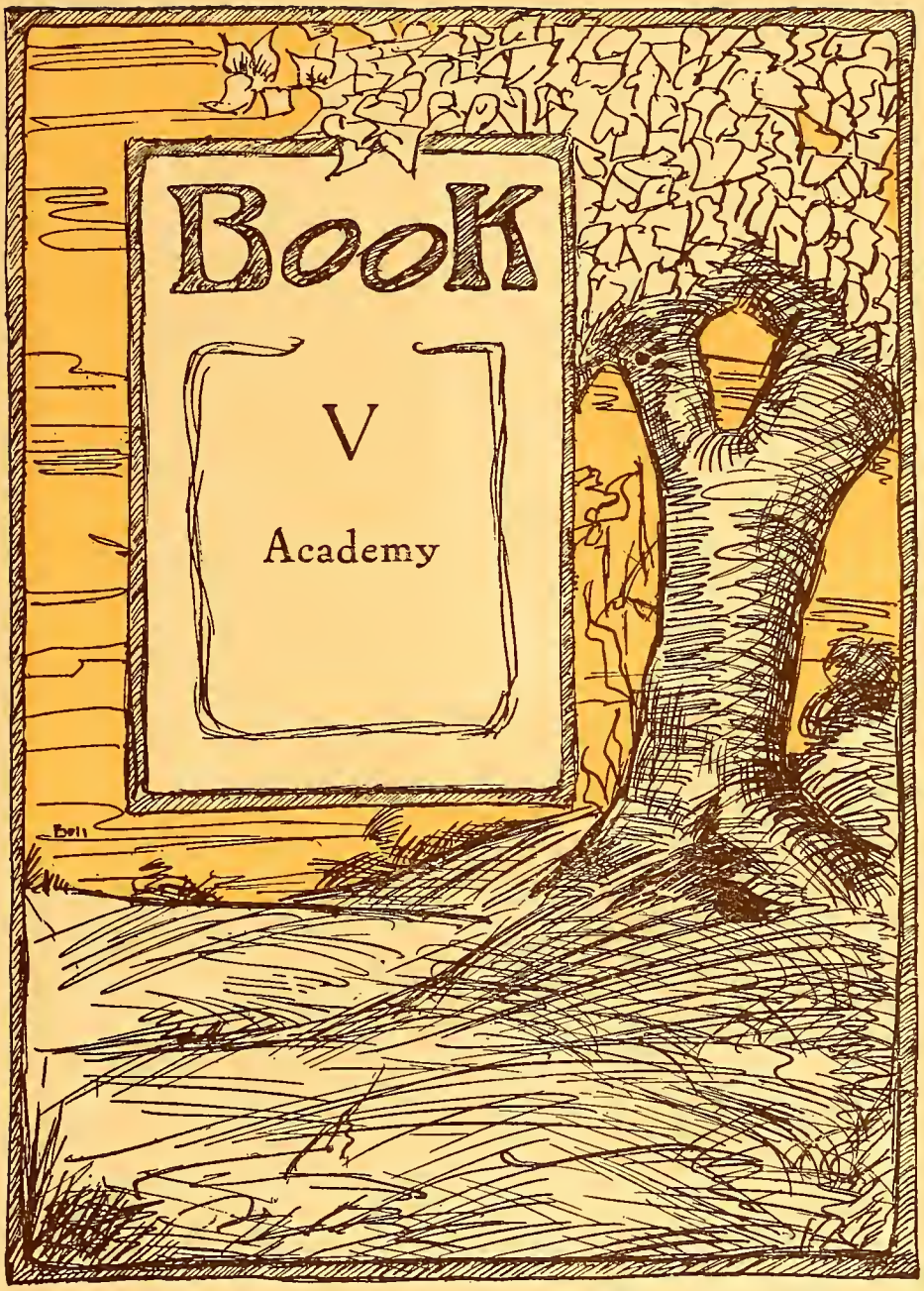


INSERT 319A
Printed on India hand-made Fairfield cover

Book V
JOKES


Book I
FACULTY
AND
CLASSES

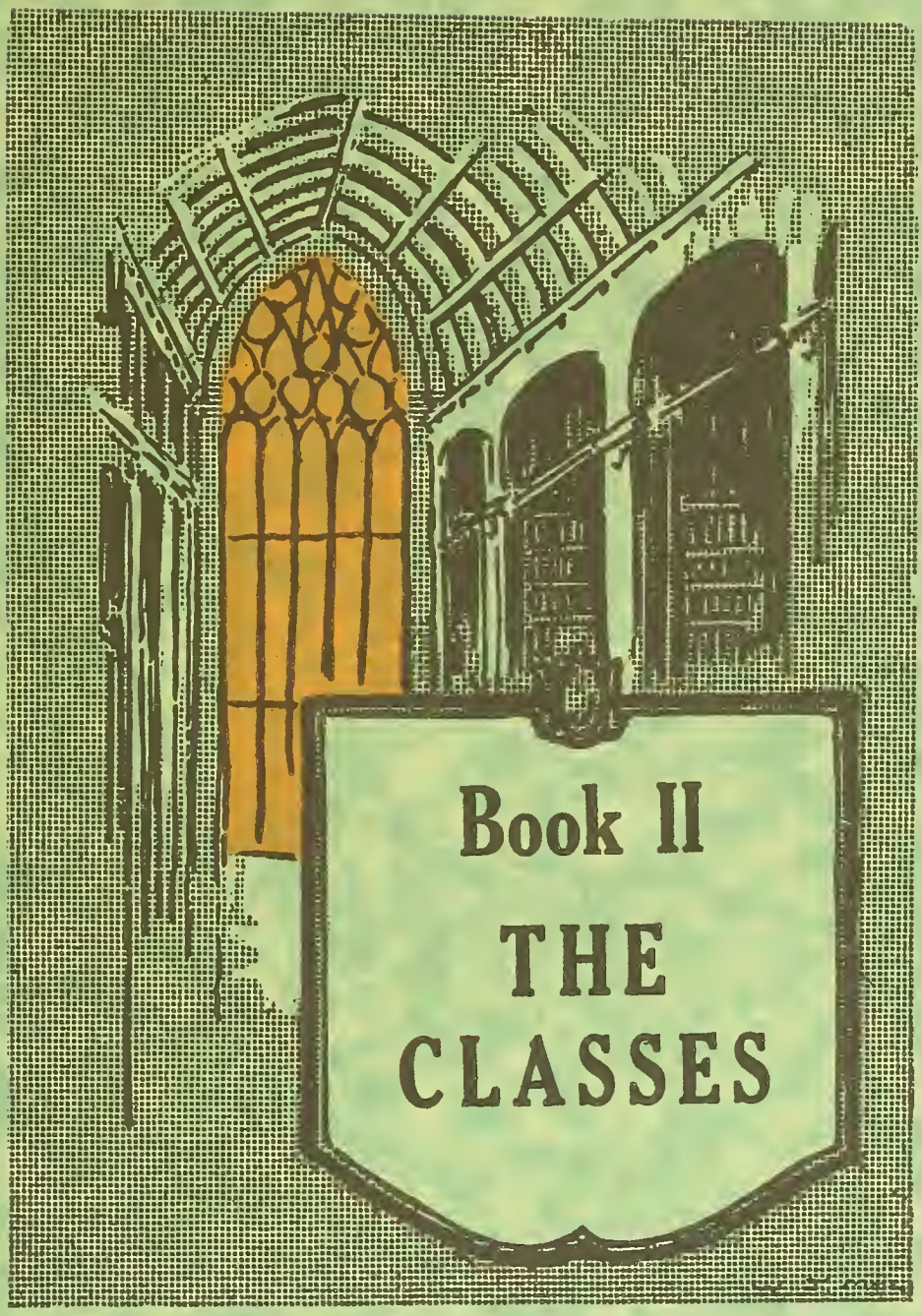


INSERT 322A
Printed on India broadcloth cover

BOOK ONE

Academy

INSERT 323A
Printed on India broadcloth cover



INSERT 324A
Printed on spring Alladdin cover

BOOK SIX

Features

INSERT 325A
Printed on horizon Alladin cover

BOOK I

The College

Listen to the words of wisdom,
Listen to the words of warning,
All our strength is in our union,
All our danger in discord.

LONGFELLOW: HIAWATHA.

INSERT 326A
Printed on white enamel paper and pebbled

BOOK II

The Classes

And the smoke rose slowly, slowly
Through the tranquil air of morning,
First a single line of darkness,
Then a denser bluer vapor,
Then a snow-white cloud unfolding,
Like the tree-tops of the forest,
Ever rising, rising, rising,
Till it touched the top of heaven.

LONGFELLOW: HIAWATHA.

INSERT 326B
Printed on white enamel paper and pebbled

BOOK III

Athletics

"Honor be to valiant 'Choctaws'!"
Cried the children, cried the old men,
When they come in triumph homeward,
With the sacred belt of wampum.

LONGFELLOW: HIAWATHA.

INSERT 326C
Printed on white enamel paper and pebbled

BOOK IV

Clubs & Organizations

Bury your war-clubs and your weapons,
Break the red stone from this quarry,
Mould and make it into peace-pipes,
Take the reeds that grow beside you,
Deck them with your brightest feathers,
Smoke the calumet together.

LONGFELLOW: HIAWATHA.

INSERT 326D
Printed on white enamel paper and pebbled

BOOK V

Features

None could run so fast as he could,
None could dive so deep as he could;
None had made so many journeys,
None had seen so many wonders,
As this wonderful Iagoo,
As this marvellous story-teller!

LONGFELLOW: HIAWATHA.

INSERT 326E
Printed on white enamel paper and pebbled

Classes

INSERT 327A
Printed on white enamel paper and pebbled

Military

INSERT 327B
Printed on white enamel paper and pebbled

Athletics

INSERT 327C
Printed on white enamel paper and pebbled

Organizations

INSERT 327D
Printed on white enamel paper and pebbled

Features

INSERT 327E
Printed on white enamel paper and pebbled

Book I
ACADEMIC

▼

" . . . And let my due feet never fail
To walk the studious cloisters pale . . . "

MILTON'S L'ALLEGRO.

INSERT 328A
Printed on white enamel paper and pebbled

Book II
MILITARY

"Cry, 'Havock,' and let loose the dogs of war."

SHAKESPEARE'S JULIUS CAESAR.

INSERT 328B
Printed on white enamel paper and pebbled

Book III
ATHLETIC

"A thousand glorious actions that might claim
Triumphant laurels, and immortal fame . . ."

ADDISON'S CAMPAIGN.

INSERT 328C
Printed on white enamel paper and pebbled

Book IV
ORGANIZATIONS

"The heavens themselves, the planets, and this centre,
Observe degree, priority and place . . ."

SHAKESPEARE'S TROILUS AND CRESSIDA.

INSERT 328D
Printed on white enamel paper and pebbled

Book V
JUNIOR SCHOOL

"Who climbs the Grammar Tree distinctly knows
Where noun and verb and participle grows."

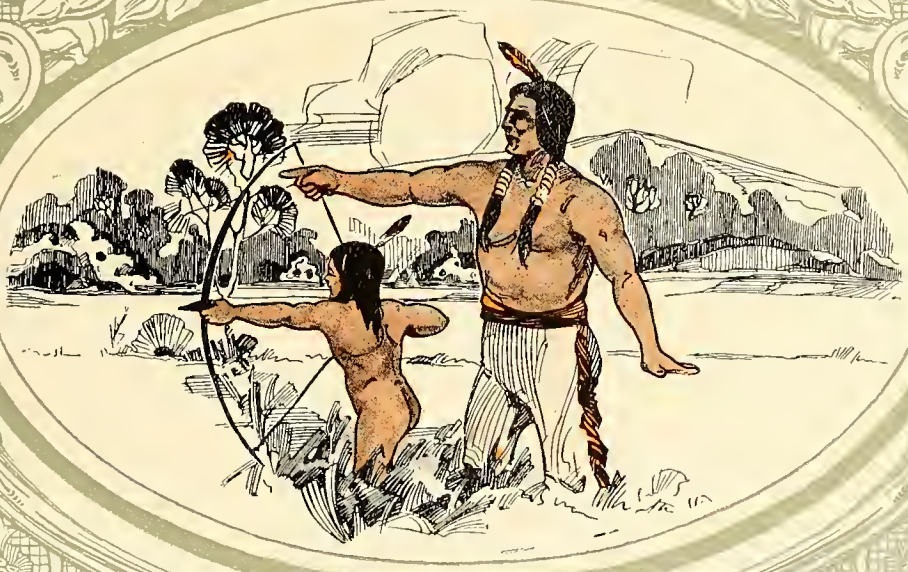
DRYDEN'S SIXTH SATIRE OF JUVENAL.

INSERT 328E
Printed on white enamel paper and pebbled

Book One: The Classes

"And reason's self shall bow the knee
To shadows and delusions here."

—*Freneau.*



INSERT 329A
Printed on white enamel paper and pebbled

Book Two: Military

"And long shall timorous fancy see,
The painted chief, the pointed spear."

—*Freneau.*

INSERT 329B
Printed on white enamel paper and pebbled

Book Three: Athletics

"Deeds are better things than words are
Actions mightier than boastings."

—*Longfellow.*

INSERT 329C
Printed on white enamel paper and pebbled

Book Four: Organizations

"For they kept each other's counsel,
Spake with naked hearts together."

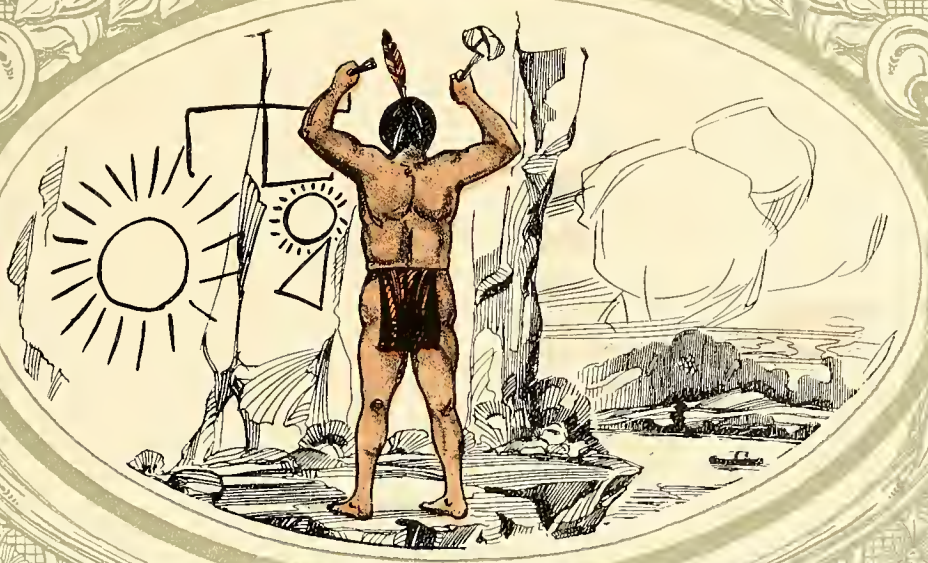
—*Longfellow.*

INSERT 329D
Printed on white enamel paper and pebbled

Book Five: Publications

"Ancient founts of inspiration
well throughout my fancy yet."

—*Tennyson.*



INSERT 329E
Printed on white enamel paper and pebbled

College

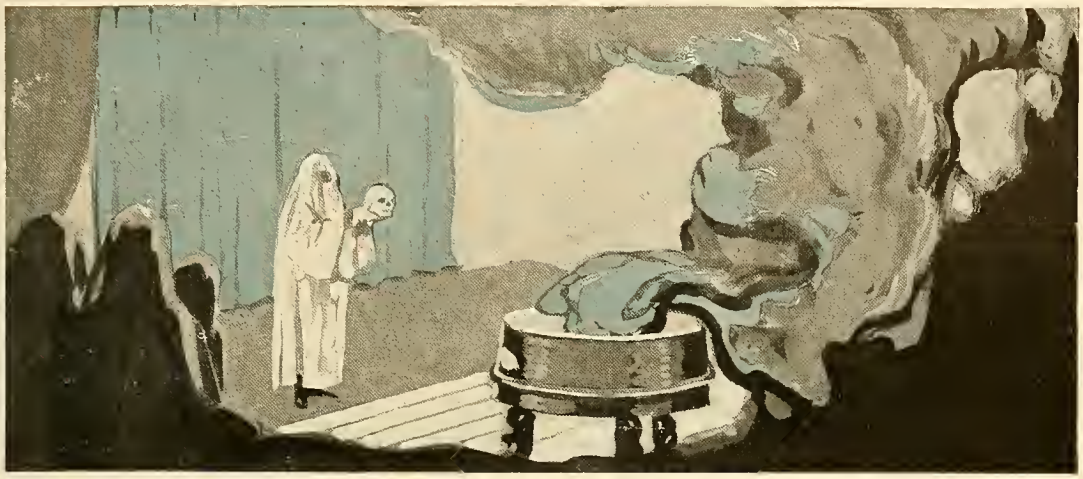
INSERT 330A
Printed on white enamel paper

Classes

INSERT 330B
Printed on white enamel paper

Athletics

INSERT 330C
Printed on white enamel paper



Organizations

INSERT 330D
Printed on white enamel paper

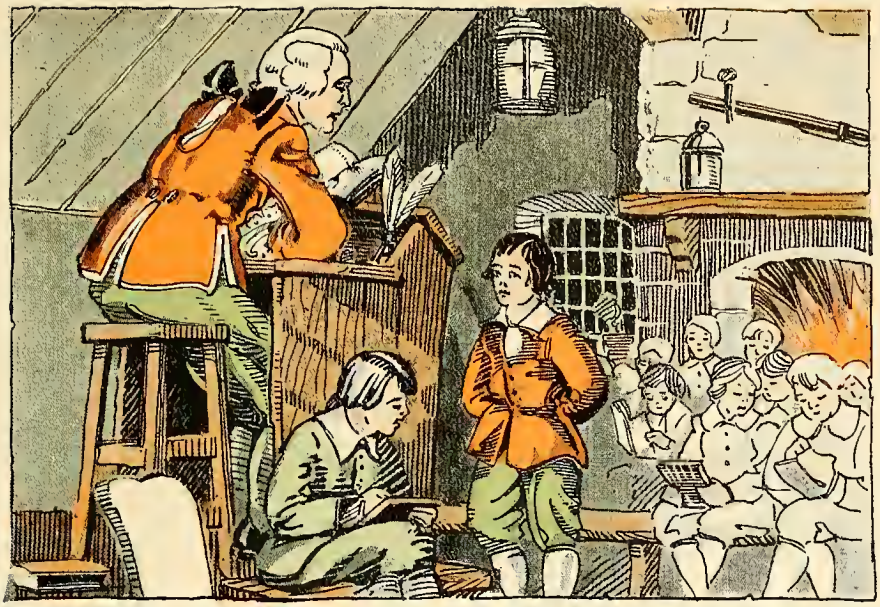
Features

INSERT 330E
Printed on white enamel paper

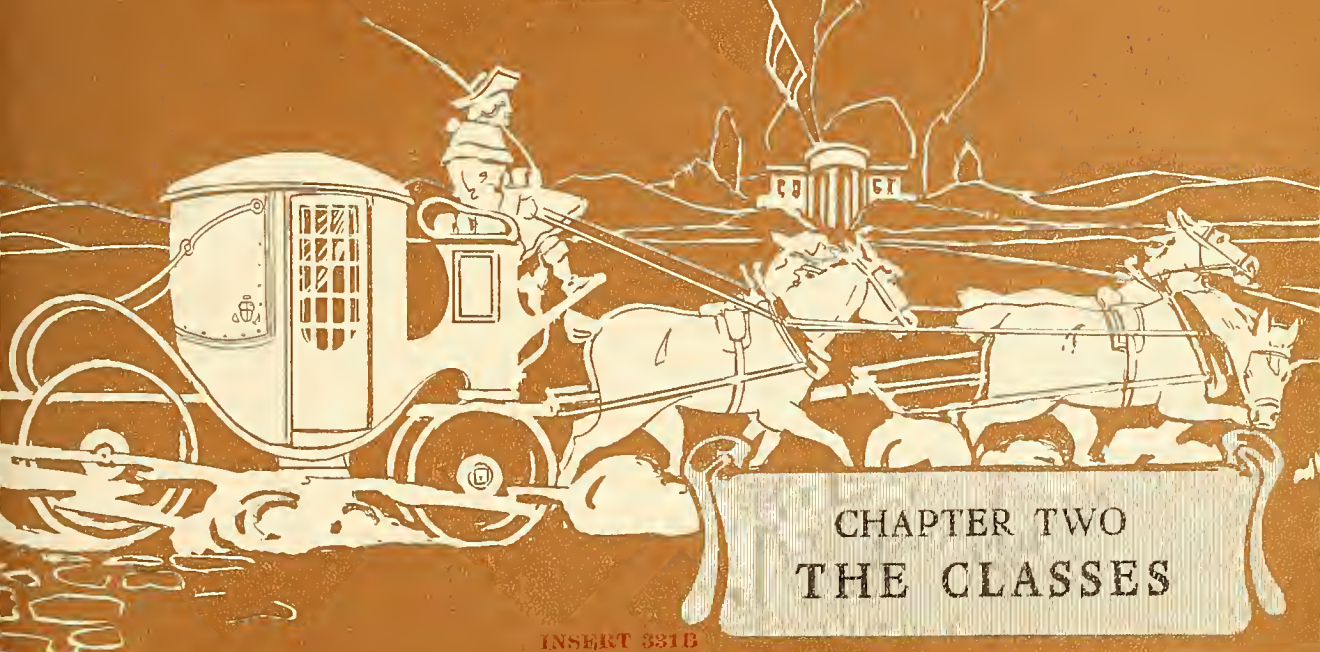
IN which the reader is allowed to visit those structures of brick and stone, and to see the beauties of that campus in the limits of which the things this chapter attempts to show him had their development, and to know those who are directing our university's progress.

CHAPTER ONE
UNIVERSITY

INSERT 331A
Printed on white enamel paper and pebbled

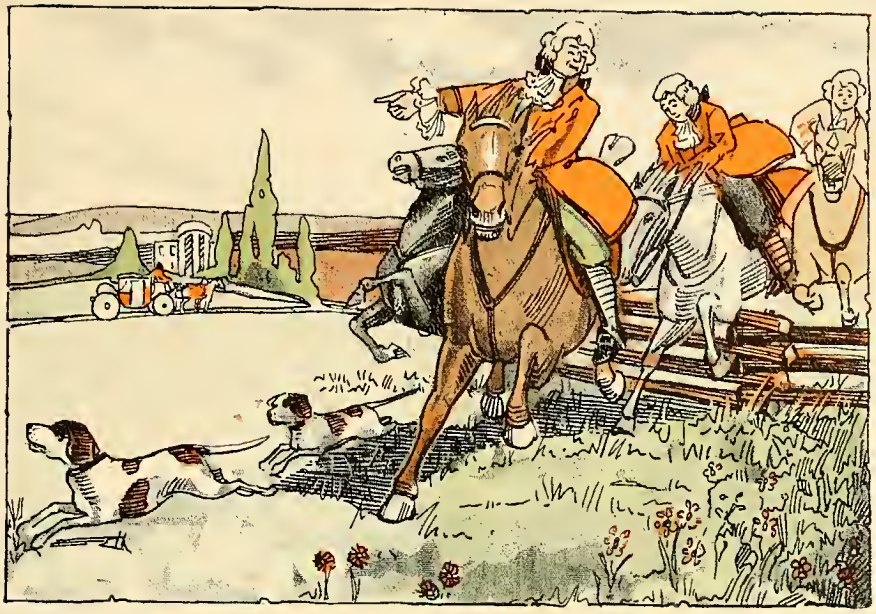


IN which the reader is introduced to the members of the various classes, or is reminded of his schoolmates, and of the things which make each himself and one from whom the others will hate to be parted.

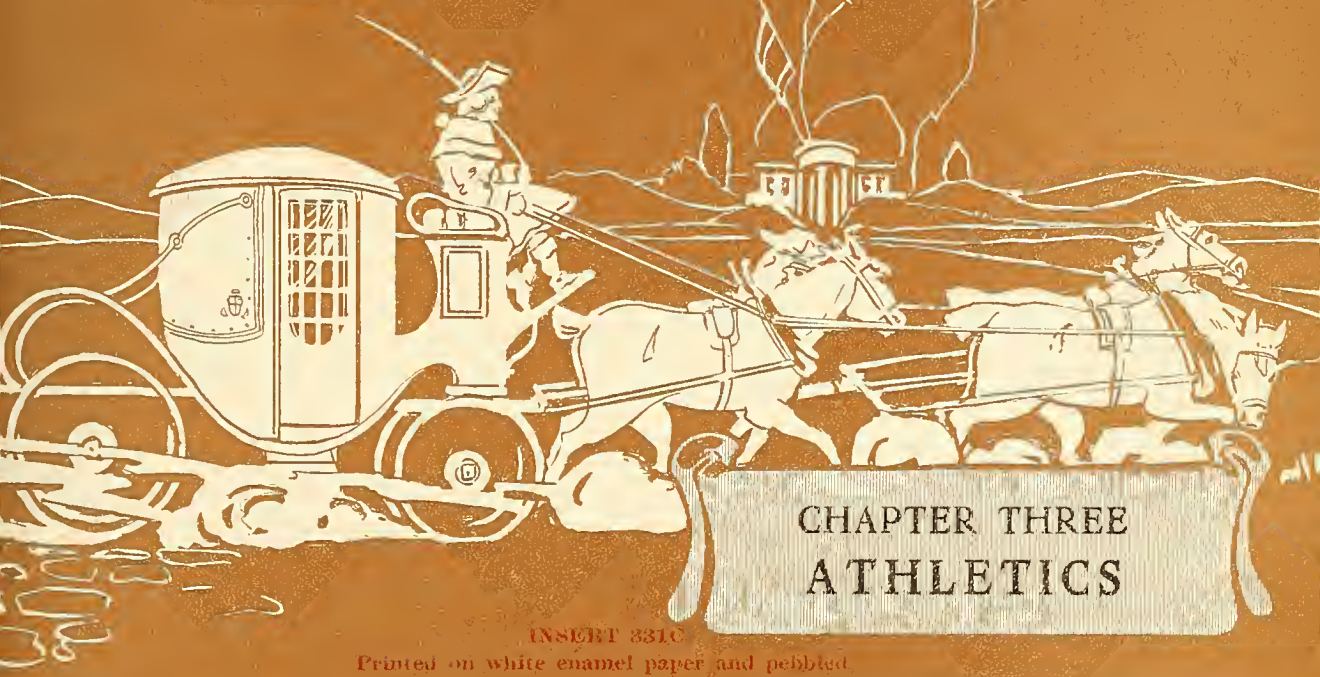


CHAPTER TWO
THE CLASSES

INSERT 331B
Printed on white enamel paper and pebbled



IN which is given the reader an opportunity to see our games and sports, and to meet those who have proven themselves best in these contests, and those who have made these events what they are.



CHAPTER THREE
ATHLETICS

INSERT 331C
Printed on white enamel paper and pebbled

IN which we attempt to show the reader those factors, outside of the classroom, which make an institution what it is, her writers, her orators, her organized professional men, her student executives, her musicians and her social life.

CHAPTER FOUR
ORGANIZATIONS

INSERT AD
Printed on white enamel paper and perforated

IN which the reader is permitted to—but will soon know better than we can tell him.

CHAPTER FIVE
FEATURES

INSERT 331E
Printed on white enamel paper and pebbled

The College

Book One

INSERT 332A
Printed on white enamel paper

The Classes

Book Two

INSERT 332B
Printed on white enamel paper

Organizations

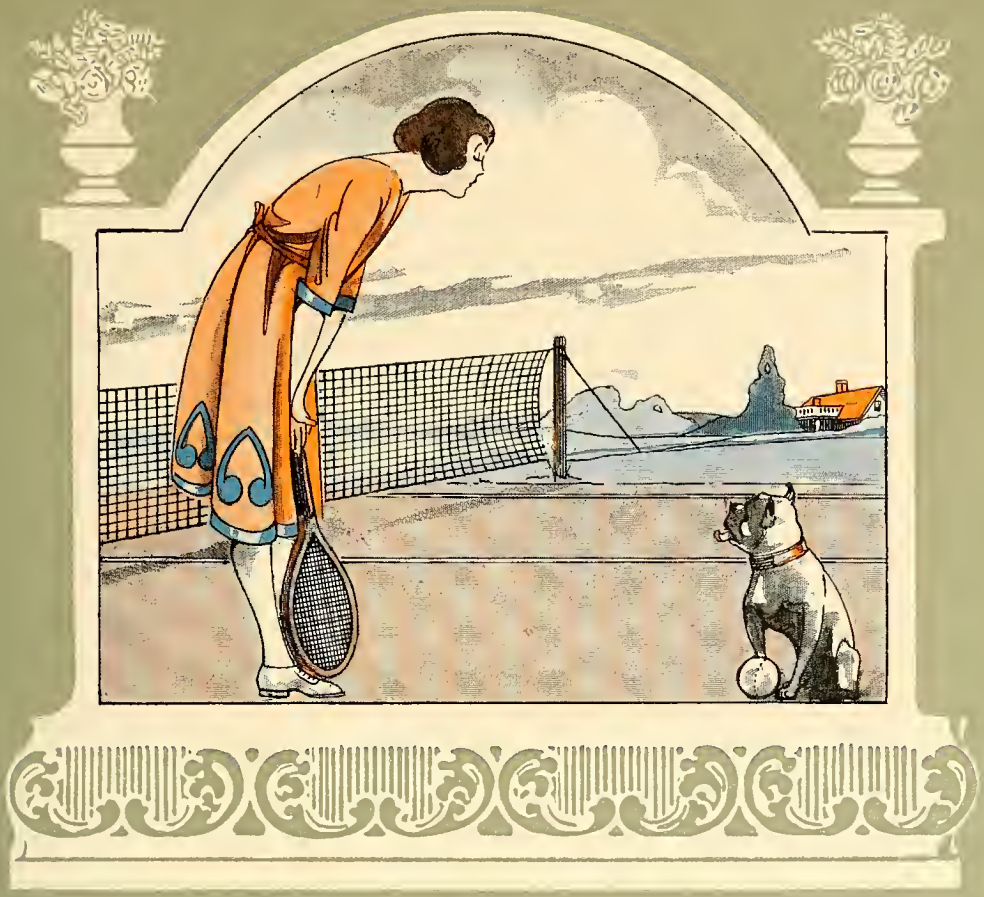
Book Three

INSERT 3320
Printed on white enamel paper

Features

Book Four

INSERT 332D
Printed on white enamel paper



Athletics

Book Five

INSERT 332E
Printed on white enamel paper

THE COLLEGE

For let Philosopher and Doctor preach
Of what they will, and what they will not—each
Is but one Link in an eternal Chain
That none can slip, nor break, nor over-reach.

—*Rubaiyat of Omar Khayam.*

BOOK ONE

INSERT 333A
Printed on white enamel paper and pebbled

THE CLASSES

Myself when young did eagerly frequent
Doctor Saint and heard great argument
About it and about but evermore
Came out by the same door as in I went.

—*Rubaiyat of Omar Khayam.*

BOOK TWO

INSERT 333B
Printed on white enamel paper and pebbled

ATHLETICS

Impotent pieces of the Game he plays
Upon this chequer-board of nights and days;
The Ball no question makes of Ayes and Noes,
But Right or Left as strikes the Player goes.

—*Rubaiyat of Omar Khayam.*

BOOK THREE

INSERT 333C
Printed on white enamel paper and pebbled

ORGANIZATIONS

There was the door to which I found no Key,
There was the Veil through which I could not see;
Some little talk a while of Me and Thee
There was—and then no more of Thee and Me.

—Rubaiyat of Omar Khayam.

BOOK FOUR

INSERT 333D
Printed on white enamel paper and pebbled

COLLEGE YEAR

Ah, make the most of what we yet may spend,
Before we too into the Dust descend;
Dust into Dust and under Dust to lie
Sans wine, sans song, sans singer and—sans End!

—*Rubaiyat of Omar Khayam.*

BOOK FIVE

INSERT 333E
Printed on white enamel paper and pebbled

UNIVERSITY

BOOK I

INSERT 334A
Printed on pearl Gay Head cover

ATHLETICS

BOOK II

INSERT 334B
Printed on agate Gay Head cover

MILITARY

BOOK III

INSERT 334C
Printed on hematite Gay Head cover

POPULARITY

BOOK IV

INSERT 334D
Printed on turquoise Gay Head cover

THE GREEKS

BOOK V

INSERT 334E
Printed on malachite Gay Head cover

CAMPUS & SCHOOL

BOOK VI

INSERT 334F
Printed on topaz Gay Head cover

VANITY FAIR

BOOK VII

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